

4 FEB 1981

MEMORANDUM FOR THE RECORD

SUBJECT: DDA Exchange Reader Survey Results

1. In our October 1980 issue of the DDA Exchange, we published a survey designed to test attitudes about the Exchange and its content in general, and about the theme publication, DDA in the 1990s, in particular.

2. We received 86 responses to the questionnaire. Generally, they reflect a favorable impression of the Exchange, its utility, and its contents. The respondents also preferred a mix of theme and non-theme articles, though they overwhelmingly liked the first theme publication, DDA in the 1990s. This last result was quite heartening, because it was our fear that the "futuristic" theme was too technical for the general reader. A detailed breakdown of responses is attached.

3. As part of the questionnaire, we also asked for suggestions for future articles or theme publications. We received quite a few ideas. I was disappointed with some of them to the extent that they were heavily personnel oriented. We will try to pursue some of those suggestions that have general appeal. By far, the most frequent suggestion asked for more "personality profiles." We plan to experiment with this idea in the next few issues. A listing of most of the content suggestions is attached, as well as a list of a number of format suggestions or complaints, the most prevalent of those being a concern for the cost of the publication.

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Attachments:
A/S

Content Suggestions

Effects of man/machine interface
 Biographic profiles of outstanding CIA personnel (5)
 Projects in NFAC, DDS&T, and DDO which impact DDA
 In-depth review of OS
 DDA resources available to the individual
 The Reagan influence on the future of the I.C.
 Overseas tour incentives

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[REDACTED]
 Dynamic action vs. bureaucracy

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Career development for professionals
 Personnel management from office to office, directorates, etc.
 Pro and con articles on personnel topics
 Impact of Civil Service changes
 Interface of CIA And DoD
 [REDACTED]

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APEX
 Successes within the Suggestion Awards Program
 Status of CT curriculum revision
 Reaction to new PAR
 Recreational facilities
 Implementation of NAPA suggestions
 Reinvestigation Program
 Paid Parking
 Compressed Work Week
 Interesting assignments of personnel
 "War Stories"
 Physical fitness in the DDA
 Rotational programs
 Realistic planning for office space
 Employee benefits
 New Building plans
 CIA Training and Education in the 90s
 Women moving into professional status
 Management interface methods
 Training opportunities in the DDA
 Who does what and how offices interrelate
 Jobs at GS 7-12 levels (hard-to-fill) showcase
 Word processing
 Current recruitment policy
 Experience with attrition, longevity, ages, education, etc.
 Career opportunities
 Personnel management
 Promotion criteria
 Career counseling
 Career tracking
 Relationship with Congressional Oversight Committees
 A day in the life of . . . (whatever)

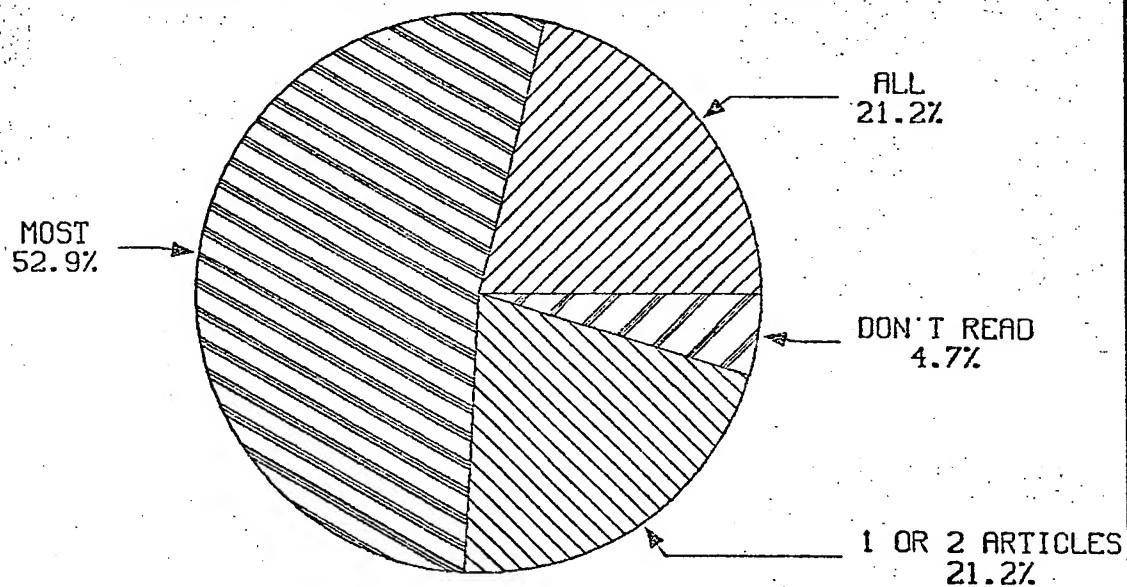
A secretary in the DDA
Interviews with successful AIM candidates
Shuttle bus drivers feature
DDA - changes since 1960
Competitive promotions
Future staffing
Unit objectives and techniques for accomplishment
Personnel development figures
Current and proposed DDA office major activities affecting
the Agency
Discussion of MPA/PRA accounts
Communication
Human factor planning
ZBB
Incentive awards with shrinking budgets
People vs. machines
Managerial style change
Training - experiential vs. classroom artificiality
Other directorates
Overseas support
Electronic printing
Retirement and insurance information
Doing more with less
Stress management
Security in all offices
Accountability must be revived and tied to
responsibility

Format

Complaints-Suggestions

Some articles too long
Publication too expensive
More pictures - especially of authors
Suspend publication
Unclassified section for take-home reading
"I've never seen this publication"
More "guest" articles
Cartoon features
Opinion polls
Too much "Show & Tell" - not enough idea exchange
More "passionate" pro-con discussions

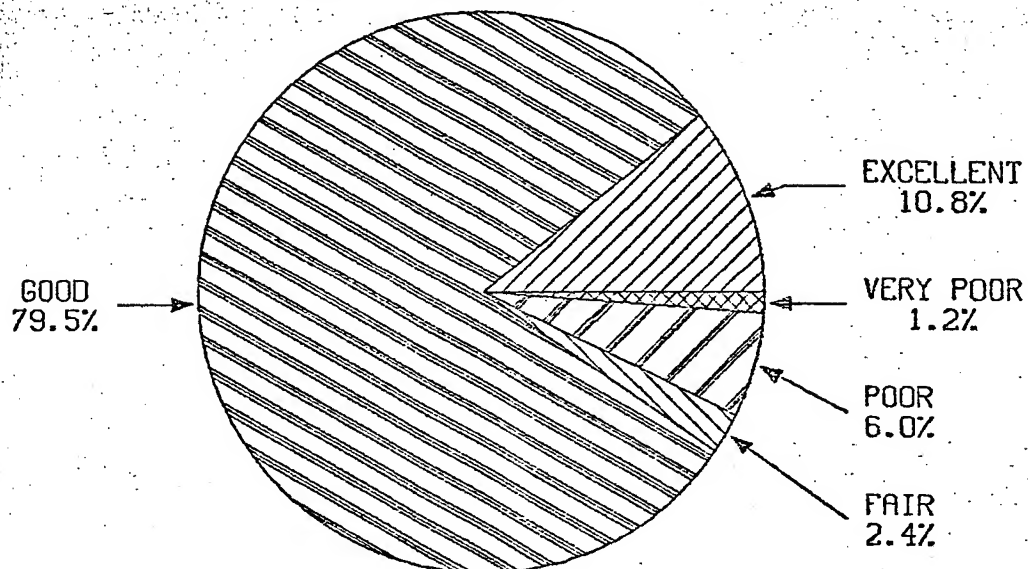
EXCHANGE READER SURVEY RESULTS
HOW MUCH OF EXCHANGE DO YOU NORMALLY READ?



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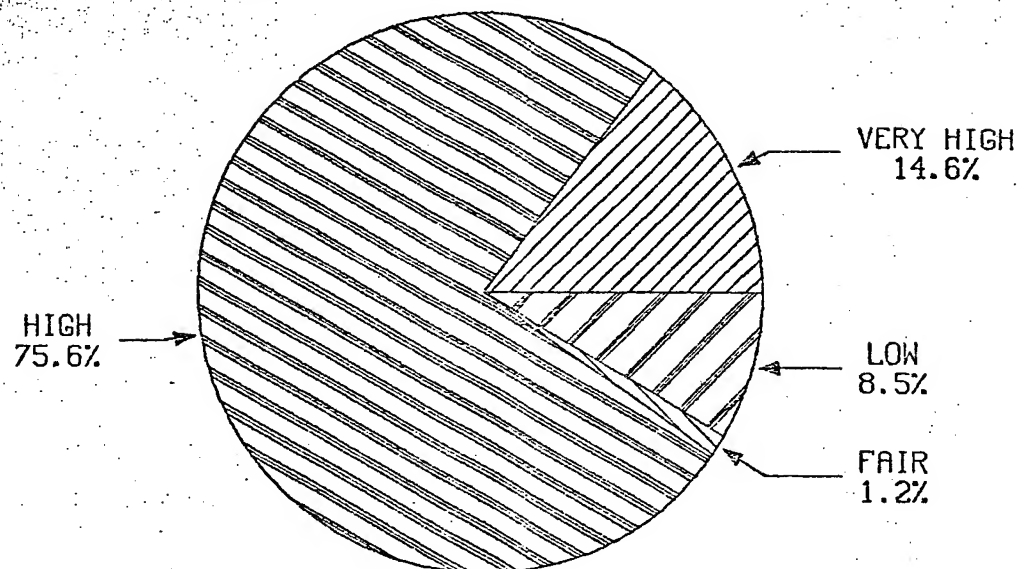
EXCHANGE READER SURVEY RESULTS

HOW DO YOU RATE EXCHANGE AS
A SOURCE OF INFORMATION?



EXCHANGE READER SURVEY RESULTS

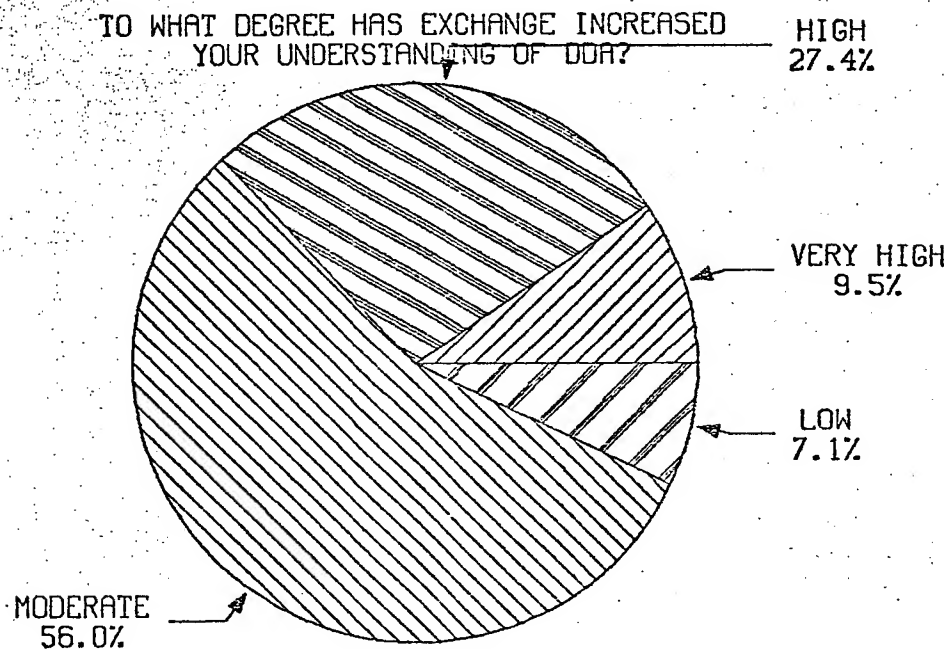
WHAT IS YOUR OPINION OF THE
GENERAL QUALITY OF EXCHANGE?



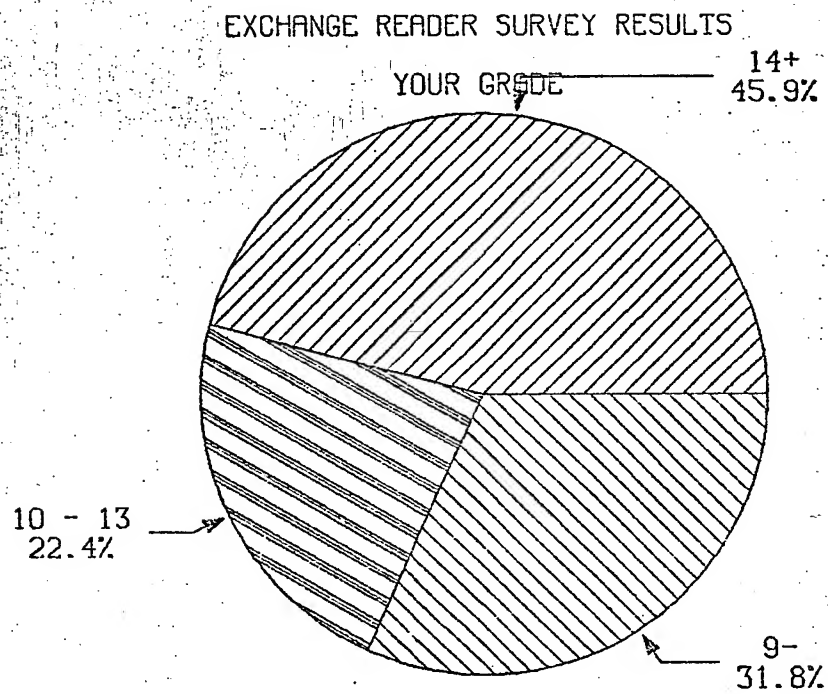
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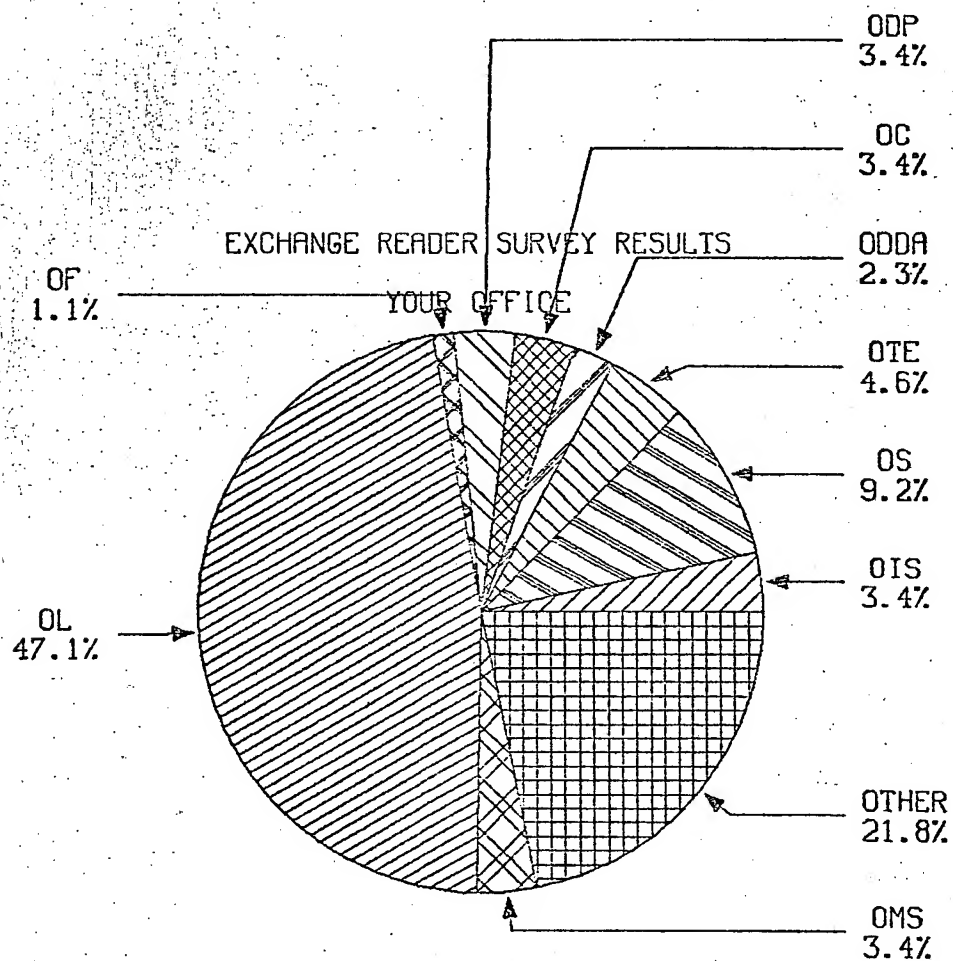
EXCHANGE READER SURVEY RESULTS

TO WHAT DEGREE HAS EXCHANGE INCREASED
YOUR UNDERSTANDING OF DDA?



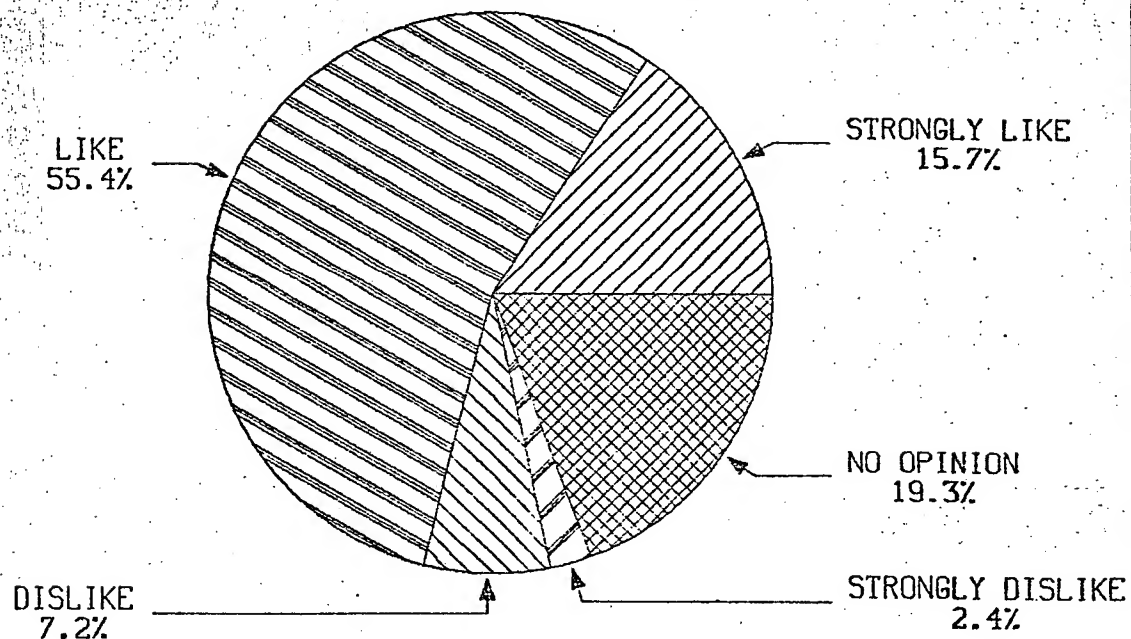
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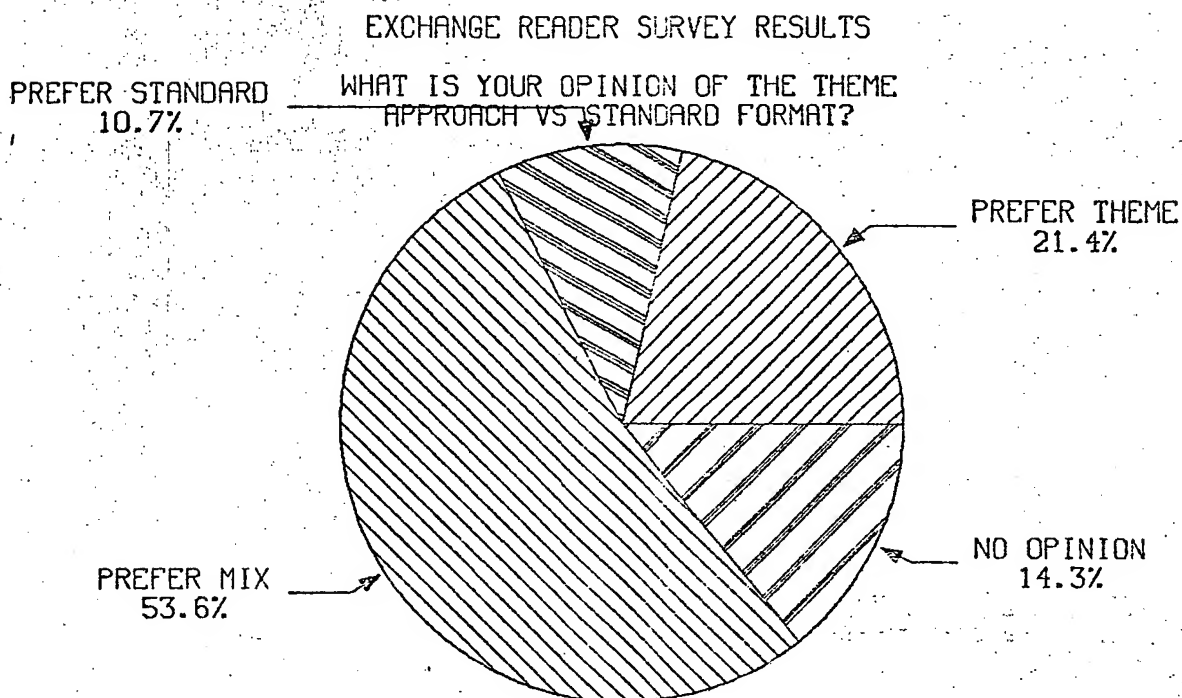


EXCHANGE READER SURVEY RESULTS

WHAT IS YOUR OPINION OF THIS
PARTICULAR THEME PUBLICATION



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